

# Public Awareness and APGA GOAL

Kansas Pipeline Safety Seminar

Salina, Kansas

October 27, 2009



# History

- Damage Prevention Programs for Excavators
- Emergency Plans for Fire, Police and Public Officials
- Public Education

# Public Awareness

- Final Rule Published in 2005
- Written Plans submitted in 2006
- Follow guidance in API 1162

# New Twist

- It is now a requirement to assess (at least once every four years) your outreach efforts, audience knowledge and changes in behavior on a regular basis

and.....

# New Twist

- Show improvement year-to-year in the awareness and understanding of key safety messages.

# Public Awareness

- API is revising Recommended Practice 1162
- Revision should be issued this year
- Major changes:
  - Focus on Core Safety Messages
  - Increased guidance
  - More flexibility on delivery methods
  - Greater alignment of requirements
- Will require rulemaking to incorporate new RP1162 into federal regulations

# Effectiveness Assessments

- June 2010 deadline for completing effectiveness assessments for all 4 target audiences:
  - Public (customers and non-customers)
  - Excavators
  - Emergency Responders
  - Government officials

# Effectiveness Assessment

- APGA Model plan has reporting forms for effectiveness assessments after meetings with emergency responders and government officials
- For excavators suggest having the state one-call conduct a survey of excavators
- For public, APGA GOAL is used by ~175 systems



# APGA GOAL

Gas

Overall

Awareness

Level

# APGA GOAL

- Automated calling of a statistical sample of both customers and non-customers
- Measures the understanding of required gas safety messages
- Now in its 4<sup>th</sup> year
- Still accepting new participants

# APGA GOAL

- Provides four options for operators

Gold

Silver

Bronze

Minimum Standard

# APGA GOAL BENEFITS

- Match up surveys to measure change in knowledge
- Receive a report summarizing national statistics
- Compare relative effectiveness of different communication methods

# GOAL Results

- 32% have received gas safety information with a gas bill in the past 12-months
- 80% would recognize a natural gas leak by being able to smell it
- 88% know about ONE-CALL
- 97% believe that they have adequate information about natural gas safety
- 97% would call 911 from outside or neighbor's house if they smelled gas in their house

# How To Sign Up

- [www.apga.org](http://www.apga.org)
- Click on “Services” tab
- Download and complete the GOAL Enrollment Form
- Need not be an APGA member or a municipal gas system, but
- APGA members get a discount

# QUESTIONS?

## Contact:

Gerry Lee  
APGA Security and Integrity Foundation  
[glee@apga.org](mailto:glee@apga.org)  
417-766-2818

John Erickson  
APGA Security and Integrity Foundation  
[jerickson@apga.org](mailto:jerickson@apga.org)  
202-464-2742

